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(57) **ABSTRACT**

Systems and methods for displaying multiple visual images from a single source at a gaming machine are disclosed. A reversible display device at the gaming machine presents multiple visual images from an LCD cell or other core display component. Virtual curtains alternate between blocking and permitting the display of visual images at various surfaces of the reversible display device. For an LCD cell or similar component needing a separate illumination source, illumination components alternate on and off in coordinated fashion with the virtual curtains, and are arranged to reflect light through the LCD cell in one direction to display one visual image at one surface and then in an opposite direction to display another visual image at the opposite surface. Lenses, mirrors and other optical devices redirect or alter a visual image from a surface such that it is not viewed directly from the display device itself.

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